

24 OCT 2005

NAVY REGION SOUTHWEST
REGIONAL EMERGENCY MANAGEMENT PROGRAM

Annex B

Public Affairs

1. Discussion

a. The Assistant Secretary of Defense for Public Affairs (ASD-PA) is the principal staff assistant to the Secretary of Defense for public affairs support of disaster relief operations by DoD components. The Assistant Secretary is the releasing authority for DoD affairs and must give approval before news of national or international interest is released.

b. The Assistant Secretary of State for Public Affairs is responsible for the release of information other than that of a strictly military nature and coordinates such releases affecting other countries and international agencies relating to foreign disaster relief.

c. The Chief of Information (CHINFO) is the direct representative of the Secretary of the Navy and the Chief of Naval Operations in all public affairs and internal relation's matters. CHINFO will be consulted and informed on all public affairs operations that are of national and international interest. In the case of audio-visual material (radio/television), CHINFO will be informed of items having regional interest.

d. The Fifth U.S. Army Public Affairs Officer represents the Commander, Fifth U.S. Army in matters pertaining to public information for coordination of military support for domestic relief operations in the 21 states west of the Mississippi (excluding Minnesota) under the jurisdiction of the Fifth Army.

e. The Federal Emergency Management Agency (FEMA) Federal Coordinating Officers (FCO's) are responsible for on-site coordination of DoD and civil response to civil disasters.

f. In the area of emergency public information, the FEMA region Public Affairs Officer (PAO) is responsible for ensuring that procedures are in place for the establishment of a Joint Information Center (JIC).

2. Concept of Operations

24 OCT 2005

a. Specific guidance related to public affairs for nuclear accidents is contained in COMPACFLT OPORD 201 and OPNAVINST 3440.15 (Series). Specific guidance related to public affairs for all other disasters are contained in COMPACFLT OPORD 201 and OPNAVINST 3440.16 (Series).

b. The organization of Navy public affairs office resources will be determined by the situation and command structure. For joint operations in which the Navy participates as a component command, public affairs personnel and resources will support the host or lead organizations. For operations in which the Navy is the lead organization, the public affairs office will organize and coordinate all information activities. This may include establishing a Joint Information Center (JIC).

c. News of national or area-wide interest may be released by a local command as "spot news" when the event is of immediate and urgent news interest. In these cases, emergency announcements must be made when delays in issuing the information would create life-threatening situations and when delays would not be in the best interests of the Navy.

d. Copies of "spot news" releases made (or a description, if the announcement is made orally) will be forwarded promptly to the ASD-PA and CHINFO. If the situation is considered critical, the spot news release will be forwarded by telephone, facsimile, or message.

3. **Tasking.** The Regional Public Affairs Office shall:

a. Provide policy guidance on public affairs matters to all Navy commands and activities throughout the region.

b. Coordinate and control Navy public affairs activities within the region.

c. Establish and/or participate in public affairs joint information centers as required to direct and coordinate public affairs activities during the disaster or emergency.

d. Coordinate, as necessary, the release of public information concerning disasters with the CHINFO, the Director of Public Affairs, the Commander, U.S. Joint Forces Command, and the Fifth U.S. Army via the CNO or CMC command centers for subsequent clearance with the Assistant Secretary of Defense (Public Affairs).

e. Ensure that Navy personnel are kept informed about the situation and their relationship with the news media.

f. Cooperate with news media representatives to the extent feasible without interfering with operations. Minimum necessary space and equipment such as a briefing room, tables, and chairs will be provided. Transportation and telephone service will not

24 OCT 2005

be furnished except in circumstances where there is no other source capable of providing such services, and then only on a "not to interfere" basis.

g. Ensure all area Navy commands throughout the region area of responsibility:

(1) Prepare public affairs plans in support of this directive and OPNAVINST 3440.16 (Series).

(2) Provide personnel and logistics support to include office facilities and equipment, messing, and billeting for joint information activities, as necessary.

(3) Provide transportation in support of public affairs activities, as required.

4. **News Conferences**. The following guidance is provided for conducting news conferences with any media:

a. Ensure news conferences and interviews receive prior approval or clearance from the Regional Public Affairs Office.

b. Restrictions on news conferences and interviews will be promulgated by installation commanding officers, as appropriate. However, in view of rapidly changing situations, commanding officers are advised to consult with public affairs officers prior to granting interviews or participating in news conferences.

c. All interviews and news conferences will be of an unclassified, for attribution/on the record nature. Political matters or foreign policy will not be discussed. Comments will be limited to the events observed or known to be accurate. Speculation is not appropriate.

d. All interviews and news conferences shall be video or audiotape recorded as a matter of record. Releases and responses to queries will be maintained in accordance with this directive. The substance of any news conference or news interview on subjects of more than routine or local interest will be reported via the chain of command to the Secretary of Defense (Public Affairs).

e. Commanding officers will ensure that all participating personnel are kept fully informed of their individual roles in the DoD Support to Civil Authorities (DSCA) operation and that rumors and propaganda are dispelled. All internal information media, to include base newspapers, handouts and personnel briefings should be used.

5. **Joint Information Center (JIC)**

a. **General**. During a major emergency or disaster within the region area of

24 OCT 82

responsibility, the Regional Public Affairs Office may serve as a Joint Information Center (JIC). The JIC will be the single point of contact for coordinating and disseminating information to the news media.

b. **Press Center.** An adjunct to the JIC is a press center located nearby. The press center is the focal point from which members of the news media can communicate with their offices as new information or details are given to them by the JIC.

c. **Transportation.** Transportation and telephone services will not be provided unless there are no other source, and then only on a not-to-interfere basis.

d. **Responsibilities**

(1) The Regional Public Affairs Officer maintains the capability and plans for the rapid establishment of both a JIC and a press center when directed to do so by the Commander.

(2) The Regional Security Officer shall provide assistance to the public affairs office in providing access to the press center for media representatives and in controlling access for personnel to restricted areas of the base.

e. **Implementation.** Unless an unusually large press center requiring specific additional planning is required, the site for the establishment of a the Commander, Navy Region Southwest Joint Information Center will be in the main Fleet Industrial Supply Center San Diego complex at Broadway and Harbor Drive.

6. **Response.** In the event of any emergency that could generate media interest, the command public affairs officer should:

a. Report to the Regional Command Center, Sub-Regional Planning Agent (sub-region) EOC, or local Incident Command Post (ICP), as appropriate.

b. Gather facts for an initial news release.

c. Make initial news release after approval of Commander and tenant units, if involved. If a Presidentially declared emergency exists and the subject of the news release is an operational component of the Defense Coordinating Officer (DCO) and/or Defense Coordination Element (DCE), release in accordance with DCO policy.

d. Report disaster details to the Regional or sub-region EOC.

e. Ensure establishment of a news media center for preplanned public information releases, as necessary.

f. Provide escort for news reporters, as required.

24 OCT 2005

- g. Provide public information and community relations assistance to the Commander.
- h. Direct teams in acquiring still and motion picture photography, specifically designed for release to news media.
- i. Maintain a query record with the following information as a minimum. This should include viewing by the commanding officer, executive officer, PAO, FEMA, or other officials, as appropriate:
 - (1) Query number.
 - (2) Time and date of call.
 - (3) Name, organization, and phone number of caller.
 - (4) Extent or type of query.
 - (5) Received by.
 - (6) Extent or type of reply.
 - (7) Source of information.
 - (8) Reply given to (name).
 - (9) Reply given by (name).
 - (10) Time and date of reply.

7. **Humanitarian Service.** The roles of the command Public Affairs Officer in humanitarian service crisis situations shall include:

- a. Acting as a consultant to the commanding officer, legal officer, and other members of the EOC.
- b. Coordinating the Command Information Bureau (CIB) which will be established to control media representatives and information during crisis operations.
- c. Coordinating with other PAO's as assigned.
- d. Acting as assistant to, and advisor for, the command official spokespersons.

24 OCT 2005

- e. Directing delivery of public affairs support for affected commands, crew and family members.
- f. Acting as public affairs consultant to all key personnel in humanitarian actions during and following crisis operations.
- g. Directing preparation of media releases, messages, press conferences, interviews, etc.